

## CLAIMS

1. A method, comprising:

detecting the occurrence of a marketing event for a customer, the

5 marketing event regarding one or more printing device replaceable components;

determining printing device usage for the customer;

determining a price for the one or more printing device replaceable components based on the printing device usage; and

10 transmitting the price to the customer.

2. The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating a number of pages printed by a particular brand of printing devices owned by the customer.

15 3. The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating a number of pages printed by a particular brand of printing devices owned by the customer over a usage time period.

20 4. The method as recited in claim 3, wherein usage time period of a moving average.

25 5. The method as recited in claim 3, wherein the usage time period is a fixed time period.

6. The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating an average number of pages printed per month by a particular brand of printing devices owned by the customer.

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7. The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an order for one or more replaceable components from the customer.

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8. The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an inquiry from the customer for the price of the one or more replaceable components.

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9. The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving a depleted toner cartridge from the customer.

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10. The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises detecting a pre-determined time for transmitting an unsolicited advertisement to the customer.

11. The method as recited in claim 1, wherein:

the detecting the occurrence of a marketing event further comprises  
receiving a depleted printing device replaceable component from the customer,  
the depleted printing device replaceable component having component memory  
5 integrated therewith;

the determining printing device usage for the customer further comprises  
retrieving a component page count from the component memory that indicates  
a number of pages printed using the depleted printing device replaceable  
component and adding the component page count to a cumulative page count to  
10 derive a new cumulative page count, the cumulative page count indicating a  
total number of pages printed by the customer using a particular brand of  
printing device replaceable component; and

the determining a price for the one or more printing device replaceable  
components further comprises determining a price for a printing device  
15 replaceable component that is identical to the depleted printing device  
replaceable component, the price being based on the new cumulative page  
count.

12. The method as recited in claim 1, wherein the determining a price  
20 for the one or more printing device replaceable components further comprises  
determining a price of one or more presently ordered printing device  
replaceable components.

13. The method as recited in claim 1, wherein the determining a price for the one or more printing device replaceable components further comprises determining a price of one or more printing device replaceable components that are available for sale.

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14. The method as recited in claim 1, wherein the determining a price further comprises referring to a pricing table to determine a price for the one or more printing device replaceable components as a function of the printing device usage.

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15. The method as recited in claim 1, wherein the printing device replaceable component is a laser printer toner cartridge.

16. A system, comprising:

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a printing device usage database that stores printing device usage for a plurality of customers, the printing device usage being a number of pages printed by a particular brand of printing devices owned by a customer;

a pricing module;

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a usage module configured to calculate printing device usage for each customer;

a pricing module configured to calculate a price of a printing device replaceable component for sale to a customer, the price being dependent upon the customer's printing device usage; and

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message transmission means for transmitting the calculated price of the printing device replaceable component to the customer.

17. The system as recited in claim 16, further comprising a recycling center to receive a depleted printing device replaceable component that has component memory integrated therewith and to retrieve a page count from the component memory, the page count indicating a number of pages printed  
5 utilizing the printing device replaceable component.

18. The system as recited in claim 16, wherein the message transmission means further comprises a network connection over which the price may be transmitted to the customer.

10 19. The system as recited in claim 16, further comprising an order center configured to receive a customer order for one or more printing device replaceable components.

15 20. The system as recited in claim 16, wherein the printing device usage is a number of pages printed from printing devices of a particular brand owned by a customer over a usage time period.

20 21. The system as recited in claim 20, wherein the usage time period is a moving average.

22. The system as recited in claim 16, wherein the printing device usage is an average number of pages per month printed from a particular brand of printing device owned by a customer.

23. A laser printer that embodies the system as recited in claim 16.

24. One or more computer-readable media containing computer-executable instructions that, when executed by a computer, perform the following steps:

calculating printing device usage for the customer by determining a number of pages printed over a usage time period by printing devices owned by the customer that utilize a particular brand of printing device replaceable component; and

calculating the price of a printing device replaceable component, the price being a function of the printing device usage.

25. The one or more computer-readable media as recited in claim 24, wherein the calculating the price of a printing device replaceable component further comprises utilizing a pricing table that indicates a first prices for the printing device replaceable component when the printing device usage falls within a first range, and a second price for the printing device replaceable component when the printing device usage falls within a second range.

26. The one or more computer-readable media as recited in claim 24,  
wherein:

the printing device usage is a cumulative printing device usage;

the calculating the printing device usage further comprises adding a  
5 page count retrieved from component memory of a depleted printing device  
replaceable component from the customer to the cumulative page count to  
derive a new cumulative page count for the customer, the page count indicating  
a number of pages printed using the printing device replaceable component;  
and

10 the calculating the price of the printing device replaceable component  
further comprises utilizing the new cumulative page count.

27. A laser printer that embodies the one or more computer-readable  
media as recited in claim 24.